

# **Increase the Public Appreciation of Chemistry in Meeting World Needs**

Round table discussions A

09-08-03

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# What is chemistry?

- Chemistry is central to natural science and the science of changing of materials
- Chemistry is a topic that is not neutral but where people have opinions and feelings.
- Although “Chemistry is life” the wider public does not seem to have this perception
- Discussions have largely been chemists to chemists. Do we understand what the wider public wants?

# Chemistry seems identified as a player – good or bad:

- Heavy industry,
- Pollution
- Environment protection, sewage treatment
- Energy production from biomass; CO<sub>2</sub> reduction to hydrocarbons and fixation in cellulose etc

# Chemistry affects life; not necessary the individual's survival:

- Household activities: cooking, cleaning, cosmetics
- Housing: building and painting
- Health: diagnosis from analysis of body fluids, monitoring disease drug manufacturing
- Sports and arts: new materials e.g. carbon fibers and paints
- Agriculture: herbicides, pesticides, fertilizers

# Suggested action items

- Involve local politicians
- Teach teachers, create mentor positions in schools and universities and a generic toolbox
- Collaborate with ICSU and other international bodies
- Employ communications specialists
- Describe chemistry as a problem solver
- Create a series of essays targeting different age groups and people with different backgrounds and education.
- Encourage new industries – describe job opportunities.
- Increase the prestige of chemists